

Based on 1996 Year Ending MSA Volumes	
	Brand Family
	Share of Market (%)
Marlboro	32.3257
Basic	4.7938
Virginia Slims	2.3952
Merit	2.3454
Benson & Hedges	2.2865
Cambridge	1.3567
Parliament	0.7876
Best Buy	0.2589
Genco	0.2552
Alpine	0.2440
Premium Buy	0.1319
Bronson	0.1031
Saratoga	0.0974
Bristol	0.0888
GPA	0.0559
Players	0.0515
All American	0.0381
Daves	0.0232
F&L	0.0229
Commander	0.0187
Rothmans	0.0146
Bucks	0.0132
Generals	0.0124
Multifilter	0.0118
Gridlock	0.0113
Top Choice	0.0065
Shenandoah	0.0047
No Frills	0.0030
PM International	0.0025
Canadian Players	0.0020
Collectors Choice	0.0018
Big Money	0.0016
English Ovals	0.0013
Money	0.0010

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